

COVID-19 Response

Detroit Means Business

TechTown has been a leading partner in Detroit Means Business since its inception in May. Detroit Means Business is a 60+ member public/private coalition launched to support the sustainability of Detroit's small business community as the public health landscape continues to shift during COVID-19: <https://detroitmeansbusiness.org/> .

As an Advisory Committee member, TechTown has significantly contributed thought partnership to the development of the initiative through weekly stakeholder meetings and in coordination with key governance partners, such as DTE, Invest Detroit, Bedrock, the New Economy Initiative, the City of Detroit and the DEGC.

Furthermore, TechTown has led the Technical Assistance efforts for the Detroit Means Business initiative, through coordinating 30+ ecosystem partners in curating and developing web-based content and providing daily expert one-on-one consultations to help small business owners navigate recalling employees to the workplace, welcoming back customers and safely operating in the era of COVID-19. Since the program's onset, TechTown has facilitated 151 one-on-one expert consultations, leveraging the scheduling software and systems used to execute TechTown's signature Ask An Expert platform.

TechTown Entrepreneurial Education

TechTown continues to deliver free, expert resources to the public through flagship programs like Open Office Hours and Ask An Expert. Open Office Hours are available to both tech startups and neighborhood small businesses. During an Open Office Hour, a TechTown team member helps prioritize business goals and directs entrepreneurs to the appropriate programs, resources and experts in TechTown's Professional Services Network and the Detroit entrepreneurial ecosystem. Through the Ask an Expert program, members of TechTown's Professional Services Network provide free, expert consultations through a range of skills and specialties such as web development, HR, logistics/fulfillment and marketing. These resources have been highly utilized during COVID-19, with a combined 177 appointments held from June through August.

As an additional means of COVID-19 support, in July, TechTown partnered with Rocket Mortgage Demo Days to execute a live and recorded virtual informational session to help entrepreneurs prepare a successful application for the annual pitch competition - the largest of its kind in the Midwest. This year the competition for small business and tech entrepreneurs made changes to its model to be responsive to the global pandemic. Additionally, TechTown team members offered special Open Office Hours for a week following the informational session, to help business owners with more specific questions they may have in preparing their application. 81 entrepreneurs took

part in the informational session and 34 entrepreneurs took part in the Demo Days Open Office Hours.

Finally, TechTown launched the TechTown Thursday Training Series on August 20th. This is a comprehensive, twelve-month professional development workshop series helping entrepreneurs build core business acumen and problem solve real-time business challenges in a moderated small group setting. This workshop series is targeted at approximately 400 low-to-moderate income TechTown alumni and Detroit, Highland Park, and Hamtramck small business owners -- a group that may not otherwise have access to these recourses -- to help them sustain, grow or transition their business in response to COVID-19 with free subject matter expert-led virtual content, via one-on-one, peer-to-peer, and small group assistance.

Small Business Services

Retail Services

During the months of June and July, the Retail Services team focused on continuous improvement of program content and delivery vehicles. To meet the need of business owners during the ever-changing public health seasons, the team worked with a local production company to convert its monthly retail education offering, The Shop, to a fully-online platform that will now stream live to TechTown's social media channels and on the organization's new live event webpage. The goals of the event remain the same --- access to an audience to market and sell local products and services, and deliver retail coaching pre, during and post event. Participants are alumni of both Tech and Small Business Services TechTown programs, as well as Goldman Sachs 10,000 Small Businesses. The need for learning how to sell virtually is a uniform necessity, regardless of stage of business.

In addition to transitioning The Shop, the retail team also executed the application and recruiting process for the Retail Boot Camp program. By collaborating with the internal systems and data team to convert every operating aspect to the Zoho system, the team has begun to build out an operation manual, which brings them one step closer to codifying the program for external purchase. This operations manual will be combined with the program workbook (in legal review), slides and facilitator guide for external packaging and unrestricted revenue for the organization. During this reporting period, the team also added new content to the program on crisis management and completed internal train-the-trainer sessions to build the bench of program facilitators for the upcoming cohort, as well as position capacity for the anticipated scale of the program in early 2021. By supporting both new and existing brick-and-mortar businesses, the retail services various program offerings directly support the intention of TechTown assisting in rebuilding the economy in an equitable way.

SWOT City / 313 STRONG

313 STRONG is a collaborative coaching initiative with the objective to stabilize small businesses financially, while assisting them to navigate the pandemic economy. Enrollment launched on May 7, with emails sent to over 1,200 with the anticipation that hundreds of businesses would quickly apply. However, the adoption rate between both borrowers and grantees was much lower than expected. After review, this was due in part to a confusing intake process, the number of other relief opportunities bombarding the business owners, and the fact that business owners felt overwhelmed by committing to a lengthy engagement while operating in a pandemic and seeking urgent answers.

During the month of July, TechTown and Accounting Aid Society worked together to revise and reposition the project and are now in the process of rolling out the new project vision. Changes made to the program will allow coaches to better meet client needs in the shifting market conditions of COVID-19 and position them for future growth.

To date, 313 STRONG has signed 37 businesses and has accumulated 84 hours of counseling. In addition to 313 STRONG work, team members have conducted 62 Open Office Hours with potential and current business owners.

Tech Programs

Start Studio's Spring 2020 Cohort held its virtual showcase July 8. The founders of The Lab Drawer, a S.T.E.A.M. Ed-Tech monthly subscription box that is delivered to the homes of middle school students around the country, won the \$1,500 first-place prize. The \$750 second-place prize was awarded to Guilde, a free marketplace that provides up-front pricing and licensed contractors for home services, and the \$250 third-place prize went to real-time sneaker release locator, Sole Alert. TechTown introduced a new Virtual People's Choice award, allowing the public to view and vote for their favorite pitch, with the \$500 award going to Nextiles, a textiles recycling company.

The 2020 Cohort of Launch Detroit, TechTown's summer accelerator for students and recent grads, concluded on Friday, August 14. Over a ten-week period, the participants connected with experts and entrepreneurs across the state and around the country. The final session featured interviews with the eight founders about their experience, was recorded as a podcast.

WSU Innovation Studio

The WSU Innovation Studio, *powered by TechTown*, is transitioning to programmatic elements to the WSU Office of Business Innovation, under the leadership of Matt Roling, former TechTown EIR, now Executive Director of the Office of Business Innovation. The transition includes all intellectual property, branded marketing, physical elements including space, and staff (Innovation Studio Fellows). This transition finalized on August 15, 2020.

Goldman Sachs 10,000 Small Businesses Program

June/July/August have been exceptional months for the Goldman Sachs 10,000 Small Business Program. For the first time since the program's inception, it was decided that we cancel our summer cohort, which in "normal times" would have started in June and come to completion in August. This decision was not exclusive to the Wayne State University site; it was a decision carried out by all sites around the country. Rather than move forward with the cohort, we embarked on various initiatives to provide support to our alumni base. This resulted in a series of activities focused on reconnecting with our alumni, providing support and, when possible, directing them to local and national resources. Below is a summary of our key activities that corresponded with this initiative.

- **Weekly Alumni Support/Resources Calls (April - July):** We hosted weekly calls where alumni discuss various pressing topics including PPP, EIDL, Human Resources, Grants, etc. We have had over 100 unique alumni participants with each call averaging 26 attendees.
- **Alumni Check In Project (July - August):** Starting July 8th, we started a program to contact, via telephone, our base of 545 alumni. During the call we survey the alumni to assess, amongst other things, how their business is navigating through the pandemic, the lessons learned during the Goldman Sachs 10k Small Business helped them before and during this crisis. At present, we have contacted over 50% of our alumni base.
- **Other Alumni Support Activities (June - July):** The team has also been active in delivering other alumni support activities including a digital marketing clinic, a conference call with Senator Gary Peters and a "Capitol Hill Virtual Fly-In" consisting of a full day of meetings with elected officials, organized by Goldman Sachs

During August we started to refocus our energy on the delivery of cohort #19, which will be delivered 100% online. Cohort #19 will start the week of September 7th. Preparation includes the standard tasks as well as training our faculty and staff to revised curriculum and the new delivery platform.

Detroit Revitalization Fellows

Alumni Engagement: To honor the implications posed by COVID 19, the DRF program began hosting a series of virtual Alumni check-ins in late May. Since then, Alumni fellows from all four cohorts have had the opportunity to connect with each other on a weekly basis. Fellows have been enjoying and taking advantage of the flexibility that surrounds these meaningful check-ins and have found the opportunity to connect to each other and discuss topics of their choosing, share much needed resources and simply embrace their network to be essential in facilitating community building which has been especially valuable during this time of the COVID19 pandemic and national unrest.

Also, in late May, DRF surveyed the Alumni Network in an attempt to track the impact of COVID-19 on the DRF Alumni Network, reassess the Fellows' current leadership needs and assist the program in more appropriately structuring future Alumni Engagement. As a result of the uncertainty of the pandemic and the COVID-19 Alumni survey results, the DRF program and DRF Alumni Council have begun to develop a nimble yet solidified 6-month, virtual Alumni Engagement programming curriculum that optimally meets the need of the DRF Alumni Network.

The Alumni Council was convened virtually in April and in July and will also convene during the month of September 2020.

Partnerships: In February, DRF convened five local talent/leadership development programs/organizations to explore possible connections across our work. The group has convened virtually each month from March throughout July and has served useful in thinking through the shifts talent/leadership programs/organizations need to consider as we all work to navigate the impacts of COVID-19 on our organizations and program participants. The group will reconvene in September 2020.

Raising DRF's Profile: The Detroit Revitalization Fellows is now regarded as the longest-standing mid-career urban fellowship program in the country. The staff is regularly looked to for guidance from other organizations that are considering launching their own fellowship programs, and to share its expertise. Fellows are consistently recognized for their contributions to the future of Detroit and the region. Recent examples include:

Cohort IV Fellow, Amy Rencher has been pivotal in developing the infrastructure for Detroit's COVID-19 small business support, leading the team in the development and execution of the TechTown Stabilization Fund - \$1.2 million public grant fund to provide immediate cash flow relief for Detroit, Highland Park and Hamtramck entrepreneurs at the onset of COVID-19; an initiative launched in less than one week. Amy also led the development of, and secured \$700,000 in funding for 313 STRONG - a multi-partner technical assistance project to assist small businesses in managing the next six months of cash flow and operations, under the uncertainty of COVID-19. She also serves as a Detroit Means Business Advisory Committee Member - a public/private coalition to support the re-opening of Detroit's small business community during COVID-19. Cohort IV Fellow, Madhavi Reddy was selected to serve as the acting Interim Director of the Master of Community Development Program at University Detroit Mercy where she received her Master of Community Development (MCD) while in the fellowship. Cohort III Fellows, Jerri Stroupe was promoted to Senior Associate at Nelson\Nygaard transportation planning firm. Cohort III Fellow, Leslie Tom was awarded the U.S. Green Building Councils "Shero" award in June 2020 as part of her year-round USGBC Women in Green planning.

TechTown Operations

Coworking/Office Space

While TechTown programs never paused during the early months of Covid, the TechTown building was forced to close for all nonessential activity for three months – reopening in late June with a robust operations plan and new building features to support the safety of our members, tenants and building staff. With hundreds of companies relying on TechTown for office, lab and coworking space (including the Wayne State University Perinatology Research Branch), it was critical that we prioritize access to our building without compromising safety. We are currently open and operating Monday-Friday and, to date, have had zero confirmed cases of Covid in our building.

With challenges ahead for families with school-age children, we are actively exploring new ways to support our members and tenants as they look for spaces that can simultaneously accommodate adult coworking and remote school participation for students. WSU has been a key partner in this effort – identifying opportunities for mutually beneficial partnership between WSU and TechTown.

Equity Commitments

Equitable economic growth is foundational to the work of both TechTown and the Office of Economic Development. As a reinforcement of our dedication to equity in our work, TechTown drafted equity commitments for 2020, including:

- A full-staff equity workshop meant to shape our 2021 plans with a particular focus on equitable economic recovery in the wake of Covid.
- Equity- and social justice-related training for staff, including WSU offerings.
- A subcommittee of the TechTown Board of Directors – led by WSU President M. Roy Wilson – supporting TechTown executive leadership in developing equity goals for the staff and board moving forward.

Data Improvements

TechTown has increased its investment in data collection, analysis and systems – in part, to be a better partner within the university community and the local entrepreneurial ecosystem. Earlier this year, we implemented a customer relationship management (CRM) platform and designated a cross-functional internal team to further develop data practices and standards for use across the organization. More reliable and robust data enables us to better inform strategic decisions, identify trends and quantify impact.

Place-Based Economic Development

Placemaking

COVID-19 Programming Shifts: Our placemaking work—which primarily serves to activate our campus and build connections with our neighbors—looks very different during the COVID-19 pandemic. A primary way we are staying connected to our placemaking community is through our PlaceMakers email listserv and Instagram page. Additionally, we are exploring COVID responsive initiatives such as placing [sidewalk clings](#) in Woodward | Warren Park and adding seating outside the UGL. The sidewalk clings included engaging activities like a word search, an “I Spy” game and dance steps and remind visitors to wear face coverings and practice social distancing. The UGL seating is accompanied by signage to remind users of our campus safety messaging.

New Basketball Arena: We partnering with the Division of Government and Community Affairs (DGCA), Facilities Planning and Management (FP&M), and Athletics to inform and engage Woodbridge residents about the new basketball arena. Wayne State representatives—including members of the Board of Governors—initially presented on the arena at the May 2019 meeting of the Woodbridge Citizens Council (WCC). WCC invited us to provide an update in March 2020. This meeting was unfortunately cancelled due to COVID-19. We (OED, DGCA, FP&M and Athletics) instead participated in a virtual meeting in August 2020. Resident questions were primarily focused on construction and site/venue access post-construction. We are currently working with both WCC and Woodbridge Neighborhood Development (WND) on a plan for more on-going engagement.

2020 Student Design Summit: We are again partnering with Midtown Detroit, Inc. (MDI) and the University of Michigan on a [Student Design Summit](#). The Design Summits are a complementary component of the Detroit Cultural Center Planning Initiative (CCPI) meant to engage both high school and college students. The 3rd Design Summit kicks off in September 2020 and asks students to consider how technologies can be used to further the missions of area cultural institutions and help them better coordinate, cooperate and collaborate with each other to enhance the experiences of visitors and the district as a whole. All events (four in total) will be virtual. The winning team will again receive a \$2,500 prize. Wayne State students won both the inaugural (2018) and 2nd (winter 2020) Design Summits.

Transportation & Mobility

WayneRides: WayneRides is a partnership between OED, Parking and Transportation and the Dean of Students Office and seeks to increase Warrior knowledge and use of services such as DDOT, SMART, the QLINE and MoGo. Programming is normally coordinated by a student Transportation Ambassador (TA) and includes presentations

and events. Our 2018-20 TA graduated in spring of 2019 and given COVID-19 we have decided to hold off on replacing her—instead focusing on engaging students via [virtual presentations](#), social media and our [campus e-newsletters](#). Content includes transit basics (i.e. “how to ride”) and service updates.

Dart Passes: WSU began offering enrolled students free 31-Day Dart Passes in November of 2019. The passes are activated upon 1st use and good for unlimited rides on DDOT and SMART fixed-route buses, as well as the QLINE streetcar for 31 days and available via The W Food Pantry. This program we very well received by students in 2019-20 despite being cut short by COVID-19. We therefore plan to resume offering students free passes once DDOT and SMART begin charging fares again and/or the QLINE resumes its operations. For now, students and employees can ride DDOT and SMART for free. Both providers have enacted new safety measures in response to the pandemic.

Detroit Urban Solutions

Working with a myriad of newly developed partners, Detroit Urban Solutions worked over the past four months to respond to opportunities and needs derived from COVID-19, identify and apply for grant funding, build out the operational infrastructure and plan for the remainder of 2020. Beginning in early 2020, TechTown and CivLAB have worked together to bolster Detroit's tech economy via Detroit Urban Solutions (DUS) by creating connections in the urban technology ecosystem. DUS has garnered support from partners including Wayne State, AT&T, Bosch, Accenture, Microsoft, City of Detroit, Eaton Corporation and more. DUS also concluded its round of over three dozen interviews to enable ecosystem mapping that will inform stakeholders in Detroit's smart city network. This work will be published for public access and feedback. Working alongside CivLAB, DUS co-developed and submitted grants over the past few months totaling over one million dollars from organizations such as Knight Foundation, Robert Wood Johnson Foundation, Michigan Economic Development Corporation, Booz Allen Foundation, TD Ameritrade and more. Grant solicitation partners include Wayne State University, MEDC, PlanetM, Michigan State University Center for Regional Food Systems, City of Detroit Offices of Mobility and Sustainability, NextEnergy, SharedStudios, New York University, C2Smart, Data Driven Detroit, University of Michigan and others.

Existing Programs

MedHealth: Since hiring Stacey Frankovich in February of 2020, MedHealth activity has accelerated in a variety of areas. MedHealth has set the date of October 8th, 2020 for a virtual math-making mixer, recently submitted a funding request and proposal for over \$900K to the EDA's Public Works & Economic Adjustment Assistance Program under the CARES Act and also [formed a new partnership with Scale Health](#), an Los Angeles based healthcare focused entrepreneurial center with an international reach that will bolster MedHealth's ability to service our clients here in Michigan/Ontario via access to a strong

network of investors and coaches, help our investor/providers/payers by providing connectivity to new solutions and partners as well as provide Scale Health a presence at TechTown Detroit. Additionally, MedHealth has secured four interns via the Duke Engage program that will virtually assist in re-assessing and making recommendations on ways to continue adapting our services to the changing needs of our health systems due to COVID. Two interns will be focused on the need to ensure MedHealth's value proposition is evolving to meet the needs of our partners and two interns will be focused on marketing services and website improvements such as ways to increase traffic and new content categories based on feedback from interviews. Last but not least, MedHealth kicked off its 3rd year of the [ASPIRE Program in partnership with lead organization VentureWell](#). The program received over 60 applications from across the world and will offer a virtual program from late September through early November.

[Motown Music Accelerator Program](#): After receiving 475 applications from applicants for the 2020 program, the accelerator selected four artists this early Summer and has adapted its programming to a virtual delivery model. The program runs from June 15th to September 4th this year and also been focused on continuing to engage our community with a variety of events, webinars, virtual meetings, connecting with knowledgeable artists, producers, managers, etc. from around the country. On July 29th, the Motown Musicians Accelerator Program delivered it's 3rd workshop titled "Artist Strategies in the Era of COVID" on July 29th, the program was named by Fast Company Magazine as one of the world's "Most Innovative Companies" for 2020, we partnered with the City of Detroit in the "Everybody vs. COVID campaign during the early summer, and also delivered a virtual 2-week "COVID Emergency Response Program for Artists" that provided one-on-one consultation sessions to help artists identify and access resources available to them during the uncertainty of the pandemic. The program continues to seek funding to sustain and grow the program for 2020 and beyond. In July of 2020, we submitted a request for funding to the MCACA (Michigan Council for Arts and Cultural Affairs) and their [Project Support Grant](#) program.

Detroit Fintech: Due to COVID-19, the normally scheduled annual program that was due to occur in August, the 2020 [Detroit Fintech Challenge](#) is being revisited for future delivery. We unfortunately saw the pause of operations of two major Fintech partners in [Kyyba Innovations](#) and the [Detroit Fintech Bay](#) of the Global Fintech Consortium due to COVID-19 pandemic and an inability to garner needed support to continue its services/programming in various cities, including Detroit. We are still working on fintech activities with block-chain leading entity and TechTown tenant [EOS Detroit](#) that has seen increased growth and demand for their services in the fintech arena. A new date for any formal fintech challenge is still to be determined.

Erie Hack: The 4th Annual [Erie Hack event](#) would have been launched in late 2020 for Jan to June programming but due to COVID, this timeline has been shifted to a mid 2020 kick-off. TechTown and WSU will still serve as lead event partners and will drive all efforts in the SE Michigan / SW Ontario region. More details to come on Erie Hack 2021 in the coming months.

Nonprofit Capacity-Building & Innovation

Co.act Detroit

Background: In December of 2017, TechTown Detroit was awarded a three-year grant from the Ralph C. Wilson, Jr. Foundation for \$4.75 million to launch the Center for Nonprofit Support at 6568 Woodward Avenue, just five blocks from the current TechTown building. Partners in the launch of the Center include the Michigan Nonprofit Association and Michigan Community Resources locally, as well as Community Wealth Partners nationally. Detroit's nonprofit community is both diverse and expansive, addressing the myriad needs and opportunities across southeast Michigan with relevant and impactful programming. However, many of these nonprofit organizations struggle to sustain themselves and fight a constant uphill battle to keep their doors open and invest in their staffs' long-term development. At the same time, countless opportunities for nonprofits in our region to collaborate, leverage efforts and deepen their impact go unrealized, either for lack of knowledge of one another's work or lack of capacity to solidify connections. Through the establishment of Co.act Detroit (formerly known as the Nonprofit Center for Support), the Foundation, TechTown and our community partners will meet these challenges of our nonprofit sector head-on.

Brand Identity Development: Co.act Detroit contracted with Earlyworks LLC, a Detroit based strategy and insights firm, to develop an integrated launch and rollout strategy, develop brand assets and a positioning approach to tell the organizational story and develop a comprehensive communications plan. Co.act Detroit is currently implementing the communications plan and continuing to increase awareness about Co.act Detroit programming through local and national media platforms. Co.act Detroit recently launched 'Natural Collisions', a podcast highlighting our impact in the nonprofit community in Southeast Michigan.

Staffing: Co.act Detroit will be reposting the Communications Manager to implement our comprehensive communication plan and continuing efforts to increase awareness of our services. This was initially paused due to the COVID-19 crisis.

Programming: Co.act Detroit has pivoted all of our programming into the virtual space due to the COVID-19 pandemic. Our work to connect nonprofits to information and resources transcends the physical space and we continue to see an increase in the request for our services. Co.act Detroit received a \$1,975,000 grant from the Ralph C. Wilson, Jr. Foundation to support the creation of a Technical Assistance Fund (The Activate Fund) for nonprofits receiving services through Co.act Detroit. Co.act Detroit awarded \$1,400,000 in grants to support nonprofit capacity building. However, we

received \$11,800,000 in fund requests demonstrating the enormity of need at this time. Grantees were announced in June 2020. Co.act Detroit also launched the \$50,000 Detroit Community Development Mini-Grant Fund in partnership with JP Morgan Chase and Community Development Advocates of Detroit. We announced 11 grant recipients in August. Co.act Detroit has also partnered with other nonprofit intermediary organizations to provide COVID-19 relief. Since May, we have hosted webinars on the CARES Act, Reimagining the Nonprofit Workplace and Nonprofit Wellbeing. On August 21st, Co.act hosted our fourth corporate social responsibility conversation with a discussion centered on leveraging skills based volunteering. We have hosted more than 70 appointments through our Co.Lab Connect program, which connects nonprofits with subject matter experts for one-on-one coaching.

Fundraising Report

Economic Development Fundraising team actively pursues funding to support the place- and technology-based efforts of small business owners.

Programs @ TechTown

A strategic goal for TechTown is to create sustainability by growing unrestricted revenue and diversifying its donor pool. As client needs continue to require an extreme amount of flexibility and continuous programmatic iteration, the fundraising team has worked to identify current and future funding requests that represent a holistic approach to general operational health versus a “restricted” revenue model.

The way to best put this new approach into practice is via Toast of the Town (October 1). While the event may feel different in 2020, the relevance of TechTown’s value has never been more important to communicate. The one-hour event will be from 4-5PM to capture the workday attention span and the significance of the awards will take on new meaning. The “Business Champion of the Year Award” will be renamed for Marlowe Stoudamire, an entrepreneur who passed in March from COVID.

Internal and external messaging will reflect the continuum of service for all instead of the traditional tech and small business messages of the past. By using the event on October 1 to kick off a two-month campaign that culminates on December 1—the national post-Thanksgiving “Giving Day”—the fundraising team is trying a new approach to a traditional end-of-year individual donor campaign. Benchmarking in 2019 showed that donors in this sector do not give in typical cycles and require a sustained, creative campaign to resonate. The fundraising team will have a two-month window to elevate and highlight TechTown’s impact. The overall goal for net revenue is \$125,000 for the period.

Meantime, in the remaining months of 2020 and Q1 of 2021, the team has identified and cultivated opportunities that total more than \$5,250,000—half of which represents new funding sources.

Economic Development Fundraising team actively pursues funding to support the place- and talent-based efforts to support the WSU community surrounding neighborhoods.

Place-based Efforts

The I2C campus and surrounding neighborhood are beginning to benefit from the completion of recent investments like the Pistons Performance Center, Plum Market, the Platform and other developments. Current place-making project plans are centered on creating a welcoming and safe campus, once we return.

Talent-based Efforts

Detroit Revitalization Fellows has refocused on the founding funders to enable the alumni strategy put in place after the strategic assessment.

Media Outreach

In Q2 2020, there were a total of 11 media hits on economic development topics across 16 outlets, representing 3% of the university total.

There were an additional 46 hits across 172 outlets for TechTown.

Trending Topics: Business leaders call for changes to PPP loan forgiveness (*Crain's Detroit Business*), Black-owned restaurants in Detroit are hard hit by the pandemic (*Civil Eats*), TechTown doubles small business impact with latest funding round (*MITechNews*), TechTown targets 'most vulnerable' small businesses with new round of COVID-19 financial assistance (*Model D*)